

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 691 Agency C/P1/P2/E 11/27/691
Buyer Stephanie Maroney Flight Dates 09/18/2012 - 09/27/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$59,930
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	6A-7A	AM NEWS	:30	\$1,800.00	09/19-09/19	1	1	1	\$1,800.00	
	4	F	6A-7A	AM NEWS	:30	\$1,800.00	09/21-09/21	1	1	1	\$1,800.00	
	6	TU	6A-7A	AM NEWS	:30	\$1,800.00	09/25-09/25	1	1	1	\$1,800.00	
	8	TH	6A-7A	AM NEWS	:30	\$1,800.00	09/27-09/27	1	1	1	\$1,800.00	
	9	TU	7A-9A	TODAY SHOW	:30	\$1,800.00	09/18-09/18	1	1	1	\$1,800.00	
	11	TH	7A-9A	TODAY SHOW	:30	\$1,800.00	09/20-09/20	1	1	1	\$1,800.00	
	13	M	7A-9A	TODAY SHOW	:30	\$1,800.00	09/24-09/24	1	1	1	\$1,800.00	
	15	W	7A-9A	TODAY SHOW	:30	\$1,800.00	09/26-09/26	1	1	1	\$1,800.00	
	17	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	18	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	21	W	9A-10A	TODAY SHOW 2	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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	24	M	9A-10A	TODAY SHOW 2	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	25	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	27	TH	9A-10A	TODAY SHOW 2	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	28	TU	10A-11A	TODAY SHOW 3	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	30	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	32	M	10A-11A	TODAY SHOW 3	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	34	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	37	W	12P-1P	NOON NEWS	:30	\$250.00	09/19-09/19	1	1	1	\$250.00	
	39	F	12P-1P	NOON NEWS	:30	\$250.00	09/21-09/21	1	1	1	\$250.00	
	41	TU	12P-1P	NOON NEWS	:30	\$250.00	09/25-09/25	1	1	1	\$250.00	
	43	TH	12P-1P	NOON NEWS	:30	\$250.00	09/27-09/27	1	1	1	\$250.00	
	46	TH	3P-4P	MAURY POVICH	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	48	M	3P-4P	MAURY POVICH	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	50	W	3P-4P	MAURY POVICH	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	52	TU	4P-5P	ANDERSON COOPER	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	56	M	4P-5P	ANDERSON COOPER	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	58	W	4P-5P	ANDERSON COOPER	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	

Rep Order# 6839675 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 4:26 PM 3 of 6

EC'd Yes Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	60	TU	5P-530P	5PM NEWS	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	62	TH	5P-530P	5PM NEWS	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
	65	TU	5P-530P	5PM NEWS	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
	67	TH	5P-530P	5PM NEWS	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
	68	TU	6P-630P	6PM NEWS	:30	\$1,800.00	09/18-09/18	1	1	1	\$1,800.00	
	71	F	6P-630P	6PM NEWS	:30	\$1,800.00	09/21-09/21	1	1	1	\$1,800.00	
	72	M	6P-630P	6PM NEWS	:30	\$1,800.00	09/24-09/24	1	1	1	\$1,800.00	
	74	W	6P-630P	6PM NEWS	:30	\$1,800.00	09/26-09/26	1	1	1	\$1,800.00	
	77	W	730P-8P	THE INSIDER	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	79	F	730P-8P	THE INSIDER	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	83	TH	730P-8P	THE INSIDER	:30	\$1,200.00	09/27-09/27	1	1	1	\$1,200.00	
	84	TU	11P-1135P	LATE NEWS	:30	\$1,800.00	09/18-09/18	1	1	1	\$1,800.00	
	87	F	11P-1135P	LATE NEWS	:30	\$1,800.00	09/21-09/21	1	1	1	\$1,800.00	
	91	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	93	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	

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	95	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	98	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
	101	F	5A-6A	EARLY AM NEWS	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	
	102	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	105	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
	106	TU	430A-5A	EARLY TODAY	:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
	108	TH	430A-5A	EARLY TODAY	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	110	M	430A-5A	EARLY TODAY	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	111	TU	430A-5A	EARLY TODAY	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	115	W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/19-09/19	1	1	1	\$350.00	
	117	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/21-09/21	1	1	1	\$350.00	
	119	TU	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/25-09/25	1	1	1	\$350.00	
	121	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/27-09/27	1	1	1	\$350.00	
	122	TU	2P-3P	THE DOCTORS	:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
	124	TH	2P-3P	THE DOCTORS	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	126	M	2P-3P	THE DOCTORS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	

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	128	W	2P-3P	THE DOCTORS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	131	W	530P-6P	530PM NEWS	:30	\$1,500.00	09/19-09/19	1	1	1	\$1,500.00	
	133	F	530P-6P	530PM NEWS	:30	\$1,500.00	09/21-09/21	1	1	1	\$1,500.00	
	135	TU	530P-6P	530PM NEWS	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
	138	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
	140	TH	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/20-09/20	1	1	1	\$1,200.00	
	142	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
	144	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/26-09/26	1	1	1	\$1,200.00	
	146	SU	12A-1A	BROTHERS & SISTERS	:30	\$150.00	09/23-09/23	1	1	1	\$150.00	
	147	SU	1A-2A	BROTHERS & SISTERS	:30	\$80.00	09/23-09/23	1	1	1	\$80.00	

---REPORT TOTALS---

Report Totals: 69 / \$59,930.00

---SALES MONTHLY TOTALS---

Sep 12: 69 / \$59,930.00
Sales Totals: 69 / \$59,930.00
Station Totals: 69 / \$59,930.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$161,973 CATV 0% WAVY 37% WGNT 0% WPXV 0% WTKR 27%

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WTVZ 0% WVBT 13% WVEC 23%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE